

IN THE CLAIMS:

Please cancel Claims 2 and 3 and add new Claims 4 and 5 as follows:

Claim 1 - 3 (cancelled).

Claim 4 (new):

A fishing reel mounting and display device for mounting fishing reels having rod mounting flanges affixed thereto comprising an elongated hollow support member, a plurality of stationary hollow reel mounting members, said reel mounting members having an inner open area greater than the outer surface of the elongated support member, means mounting the elongated support member within the reel mounting members and securing said reel mounting members in stationary position at fixed spaced locations along the length of said support member, the reel mounting members and the elongated support member accommodating the rod mounting flanges of a plurality of fishing reels in the space between the stationary reel mounting members and the elongated support member for display of the reels outwardly from the elongated support member.

Claim 5 (new):

A fishing reel mounting and display device for mounting fishing reels having rod mounting flanges affixed thereto comprising an elongated, hollow, generally-circular, rigid support member, a plurality of stationary generally-circular hollow reel mounting members, said reel mounting members having an inner diameter greater than the outer diameter of the elongated support member, means mounting the elongated support member within the reel mounting members and securing said reel mounting members in stationary position at fixed spaced locations along the length of said support member, the reel mounting members and the elongated support member accommodating the rod mounting flanges of a plurality of fishing reels in the

space between the stationary reel mounting members and the elongated support member for display of the reels outwardly from the elongated support member, the fixed mounting of the reel mounting members allowing for one-handed insertion and removal of reels from the support member.